

Message from our Chief Executive

# Looking to the Future



**“We’ve made no secret that we are where we are today by working in partnership.”**

**Where do you want to be five years from now? And how are you going to get there?**

**Two questions that have helped Poplar HARCA develop into a housing association responsible for a £2.1 Billion estate regeneration programme, a broad range of award winning services and a team of over 300 committed professionals and hundreds of volunteers.**

In 2015 we celebrated being awarded UKHA ‘Outstanding Landlord’ of the year, achieving 87% satisfaction from tenants and having one of the most diverse Boards – including one of the youngest Board members – across our sector.

We’ve made no secret that we are where we are today by working in partnership. So in scoping this 2016 -2021 Strategic Plan we have involved our partners, our residents and everyone who works for and with us to develop the answers to those two fundamental questions.

After a year of listening, a strong message has emerged about what we want to be known for: creating opportunity. And so we launch a new brand, refreshed values and a raft of exciting actions that will drive us for the next five years.

We are clear that our role is to create opportunities with and for the community we serve in the area they call home. Every action in this Plan is a commitment to pursue opportunities for individuals, communities, housing and business.

It’s going to be an exciting and challenging five years. I hope you’ll be inspired and find your opportunity as we create ours.

**Steve Stride**  
Poplar HARCA Chief Executive